

## Message Text

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54

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-11 NSAE-00 PA-04

RSC-01 PRS-01 SP-03 CPR-02 SCI-06 DRC-01 NIC-01 /056 W

----- 097233

R 020905Z OCT 74

FM AMEMBASSY BELGRADE

TO USIA WASHDC

SECSTATE WASHDC 735

INFO NASA WASHDC

AMCONSUL ZAGREB

UNCLAS BELGRADE 4860

USIAC

E.O. 11652: N/A

SUBJECT: MEDIA REACTION ASTRONAUT CAPTAIN EUGENE CERNAN  
VISIT TO YUGOSLAVIA

BEGIN SUMMARY: LJUBLJANA, BELGRADE AND OTHER YUGOSLAV DAILIES  
GAVE ASTRONAUT EUGENE CERNAN VISIT TO COUNTRY GOOD COVERAGE.  
WEEKLY ILLUSTRATED OF LJUBLJANA FEATURED FULL-COLOR COVER AND  
INSIDE SPREAD. NO TV COVERAGE IN LJUBLJANA; HOWEVER, CERNAN  
CLIPS APPEARED THREE TIMES DURING SHORT STAY IN BELGRADE  
AND WELL AS EIGHT-MINUTE INTERVIEW LATER. END SUMMARY.

ASTRONAUT EUGENE CERNAN'S VISIT TO YUGOSLAVIA VERY WELL  
PUBLICIZED COUNTRY-WIDE. STOPPING IN LJUBLJANA SEPT. 23-24,  
CITY'S DNEVNIK, SEPT. 24, CARRIED 15-INCH COLUMN WITH PHOTO  
ON FIRST PRESS CONFERENCE IN YUGOSLAVIA. MOST BACKGROUND  
MATERIAL FOR QUESTIONS CAME FROM USIS-BELGRADE PRESS KIT. DELO  
OF LJUBLJANA, SEPT. 25, GAVE ASTRONAUT FIVE-COLUMN SPREAD WITH  
ACCOMPANYING PHOTO. IN CONNECTION WITH U.S.-SOVIET SPACE CO-  
OPERATION DELO QUOTES CERNAN: "I AM VERY CLOSE WITH LEONOV  
(SOVIET COSMONAUT) WHO VISITED MY HOME. ALTHOUGH THERE ARE  
IDEOLOGICAL DIFFERENCES BETWEEN US, IT DID NOT HARM THE DEVELOPMENT  
OF FRIENDLY RELATIONS." ASKED IF YUGOSLAVS MIGHT PARTICIPATE IN  
SPACE SHUTTLE PROGRAM, CERNAN SAID YUGOSLAV SCIENTISTS WERE AS  
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"QUALIFIED AS OTHER EUROPEANS." DELO ITEM ILLUSTRATED BY PHOTO

SENT FROM USIS BELGRADE. MACEDONIA'S EVENING PAPER, VECER, SEPT. 24, TOOK ADVANTAGE OF USIS-FURNISHED PHOTOS TO ILLUSTRATE DOUBLE-COLUMN ITEM ON CERNAN. VECER ALSO MENTIONED USIS "EYE-WITNESS TO SPACE" EXHIBIT IN LJUBLJANA. LJUBLJANA WEEKLY ILLUSTRIRANI TEDNIK DELA(ITD) SEPT. 29 FEATURED FULL-COLOR COVER OF CERNAN VISITING GOLD FACTORY IN CELJE. CIRCULATION ABOUT 75,000. PAGE 7 OF SAME PUBLICATION ALSO USED COLOR SHOT OF ASTRONAUT SALUTING AMERICAN FLAG ON MOON. EXCELLENT AUTOGRAPH TEXT ON PIX: "TO THE READERS OF ITD, MY BEST WISHES". EVEN THOUGH ASTRONAUT CERNAN IN BELGRADE LESS THAN SIX HOURS, MEDIA COVERAGE GOOD. AFTERNOON POLITIKA EKSPRES. SEPT. 25, FEATURED FRONT-PAGE THREE-COLUMN BY EIGHT-INCH ARRIVAL PHOTO WITH PROFESSOR TATOMIR ANDJELIC, PRESIDENT OF YUGOSLAV ASTRONAUTICAL AND ROCKET SOCIETY. SAME DAY LJUBLJANA'S DNEVNIK HAD PHOTO OF CERNAN AT "SPACE" EXHIBIT. FOLLOWING DAY BORBA REPORTED ON INSIDE PAGE CERNAN'S CALL ON PRIME MINISTER DZEMAL BIJEDIC TO WHOM AMERICAN ASTRONAUT PRESENTED SMALL YUGOSLAV FLAG WHICH TRAVELLED TO MOON. BELGRADE'S POLITIKA REPORTED SAME STRAIGHT NEWS STORY ON INSIDE PAGE. ON SEPT. 26 ALL IMPORTANT DAILIES IN ADDITION TO BORBA AND POLITIKA CARRIED TANJUG ITEM CONCERNING CERNAN'S CALL ON BIJEDIC (DELO, LJUBLJANA; NOVA MAKEDONIJE, SKOPJE; VJESNIK, ZAGREB; VECERNJI LIST, ZAGREB; OSLOBODJENJE, SARAJEVO; DNEVNIK, NOVI SAD). SARAJEVO DAILY OSLOBODJENJE, SEPT. 28, AHD PHOTO OF CERNAN TALKING WITH BIJEDIC. CERNAN INTERVIEWED SEPT. 25 DURING VISIT TO TV STUDIO BY WELL-KNOWN SPACE EXPERT ENG. MILIVOJ JUGIN. PROGRAM SHOWN SEPT. 30 AT 10:45 IN FEATURE "24 HOURS." RUNNING APPROXIMATELY EIGHT MINUTES WITH PHOTO INSERTS FROM VARIOUS SPACE SHOTS, CERNAN ASKED USUAL MAN-IN-SPACE QUESTIONS. JUGIN ACCOMPANIED ASTRONAUT FROM ARRIVAL TO DEPARTURE. CERNAN PHOTOGRAPHING BEGAN AT ARRIVAL AND PROCEEDED WITH EACH VISIT ALTHOUGH AT TIMES ENTRANCE RATHER DIFFICULT TO ARRANGE. USIS-BELGRADE HAD ADVANCE PICTURE STORY OF CERNAN IN DOWNTOWN DISPLAY CASES FOLLOWED DURING SAME DAY OF VISIT WITH PHOTOS ON VARIOUS CALLS. SAME PHOTOS SENZJTO ALL USIC KFOR DISTRIBUTION. PRIOR TO VISIT, NEWS STORY ANBOPHOTOS DEISTRIBUTED TO 47 NEWSPAPERS NATIONWIDE FOR PRESS PLACEMENT. ADVANCE VOA ARTICLE ALSO SENT AND LIVE INTERVIEW MADE ON WAY TO AIRPORT BY VOA CORRESPONDENT. CATHERMAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ASTRONAUTS, GOODWILL VISITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 OCT 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Line Count:** 99  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** smithrj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 APR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 APR 2002 by chappeld>; APPROVED <10 FEB 2003 by smithrj>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MEDIA REACTION ASTRONAUT CAPTAIN EUGENE CERNAN VISIT TO YUGOSLAVIA  
**TAGS:** TSPA, YO, (CERNAN, EUGENE A)  
**To:** USIA STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005